Giddings & Steele,

Floor Coverings Exclusively, 813 Pennsylvania Ave.

Values that can't be duplicated.

E'VE made a study of floor coverings and floor covering

where the best goods are made

and we know how to buy them

to best advantage. That ac-

counts for this exclusive store's

superior stock and for the ex-

ceptional values we are offer-

The choicest quality carpets and rugs in the newest and

this attractive way:

Smyrna Rugs.

Brussels Rugs.

6 ft.x9 ft.....\$19.75 6 ft.x9 ft.....\$17.50

Axminster Rugs.

Carpets.

prettiest patterns are priced in

9 ft.x12 ft, \$20.00 \$14.50 8 ff. 3 in.x10 ft. 6 in...\$18.00 \$13.50

9 ft.x12 ft..........\$30.00 \$19.75

values. We know

Carpets

and Rugs.

Lansburgh & Bro.

420 to 426 7th Street.

417 to 425 8th St.

Sale of New Fall Dress Goods.

We Carry the Largest and Most Complete Dress Goods Department in Washington, Excepting Nobody. Prices Always the Lowest, Qualities the Best:

Nobby Fall Mixtures, 49c. Fifty new styles Modish Mixtures, counterparts of the more excounterparts of the more expensive fabrics. Special, per 49C.

\$1 Cream Voile, 79c. For tomorrow only, ten pieces Cream French Volle, 44 inches wide; all wool. \$1.00 70c. value; yard.....

42-inch Nun's Veiling,

25 pieces ALL-WOOL Nun's Veiling and Batiste. Colors are Cream, Light Blue, Green, Alice Blue, Navy, Brown, Tan, etc. First quality. No restrictions—buy as much as your demands call for. At, yd.

French Venetians, \$1.33. 52-inch fine twilled satin Venetian Cloth, in every wanted shade and black. \$1.50 \$1.33 value. Special.....

All-wool Venetians, 75c.
52-inch All-wool Venetian and Mixed
Coverts. Large variety of 75c.

\$2.00 Scotch Lace

Curtains.

very deep border-medal-lions all over; strong du-rable net; 4 other designs.. \$1.49

\$2.69 Scotch Lace

Curtains.

Very deep, handsome border-special Venetian corner-plain net center, with

medallons; comes in both white and Arabian—many \$1.98

\$3.25 Arabian and White

Cable Net Curtains.

attractive window drapery, and one of the most durable on the market; 54 inches wide, 3½ \$2.69

\$4.50 Tapestry Portieres.

Eiderdown Sacques, 50c.

shades of red and gray; ught hetting back, wool sleeve, a neat turn-over collar, finished with wool 50c.

shades of red and gray; tight fitting back, full

shell edges; full length; sizes 38-46. Special

An effective Irish Point imitation-

39c. Challies, Yard, 18c.

One case Half-wool Challies; satin stripes; all navy blue, with white dots. Nice for Kimonas, Tea Jackets, Dressing 18c. Sacques, etc. At, per yd......

Pretty New Plaids, 69c. Plaids are to be very popular this autumn and winter. Here's a fine assortment of imported Plaids, really worth 85c., for, per 69c.

Imported Broadcloth, \$1.69.

52-inch imported Broadcloth; permanent fin'sh; all new shades and beautiful lustrous blacks. Sponged and shrunken free; \$2.00 \$1.69 value. Special:

\$1.00 Cream Plaid Em= press, 79c. For tomorrow only, five pieces fashionable All-wool Cream Empress. 42 inches wide; \$1.00 79c.

Invisible Plaids, 75c. 56-inch Suitings in grays, oxford, and browns, with over-plaids and stripes; 98c. value. 75c. Special.....

Prices and Qualities Right, Assortment Im-

Before Purchasing Elsewhere.

Scroll effect, with flowers interspersed in border — medallions in center of plain net—a di-

center of plain net—a direct importation makes the

\$5.00 Irish Point Curtains
A most artistic deep border of large lilles and fern-leaf all-over vine center—a flower effect \$3.98 here and there. Pair......

\$6.25 Irish Point Curtains

Wide border side and bottom; large flower and wreath pattern; center has floral effect joined to deli-

cate vine all-over; three other attractive patterns. \$4.98

\$8.50 Irish Point Curtains

Fifteen-inch handsome scroll and flow-

ter with all-over spray; \$6.98

\$5.00 Tapestry Portieres.

Two shades of red, two shades of green; one of the really

green; one of the really effective draperies of the \$4.00

price possible-pair.....

Special price.....

er-effect border; plain cen-

We Invite. Your Inspection

\$4.75 Irish Point Curtains | \$5.25 Full Size Bobbinette

Sale of New Fall

New Block Serge.

Cream Wool Taffeta, 25c.

For tomorrow only, one case Halfwool 36-Inch Washable Taffeta; perfect cream. Per 25c.
yard....

All-wool Broadcloth Checks. 98c.

Lustrous-finished, All-wool Checked Broadcloth; red, green, gray, blue and black effects; \$1.25

Broadcloth, 98c. All-wool Broadcloth; 52 inches wide; 50 different shades to select from, including black. Special.

All-wool Black Goods, 50c. All-wool Black Henrietta, Batiste, Granite, Cheviot, Storm and

Bed Set.

Eighteen-inch valance; large Batten-berg medallion in center; neat motifs in

corner; valance beaded with Renaissance insertion; bolster roll to match. \$3.98

Bonne Femme Curtains.

Point de Arabes are again very stylish

this season. We've a most complete line of them—for bow windows there are

\$3.50 Tapestry Portieres.

\$6.00 Heavy Tapestry

Portieres.

These come in large variety of color-

ings, reds, greens, empire, olive and brown; most attractive; all-over pat-

tern; finely mercerized; \$5.00 fringed top and bottom.

Flannelette Gowns, 50c.

Women's Night Gowns, made of splendid quality flannel-ette, in dainty stripes of light blue and pink; yoke front and back; a turnover collar neatly trimmed a full sleeve with cuff; excellent width and length;

actual value 75c. Sizes 15, 16, 17. Special....

Fringed top and bottom; colors are red, a green, olive and attractive combinations of red \$2.98

three sizes to match exactly:
36 inches wide......

Giddings & Steele,

813 Pa. Ave.

Science and Art !



LECTURE

Beauty Culture

New National Theater Thursday, November 1, 2:30 p.m. All Women Invited. I

Unique Features.

The novel feature of a beautiful woman instructing an audience of other women in the art of becoming beautiful is the program for Mme. Yale's Beauty Culture Lecture, to be given at the New National Theater on Thursday, November 1, at 2:30 p.m. As the creator of beauty culture and the leader of this science Mme. Yale has become the most popular woman among women today.

Mme. Yale's Lecture will consist of four parts. Two acts will be devoted to physical culture and two acts to beauty culture. Exercises for developing reducing and rejuvenating the figure will be scientific features of this great woman's contents of the scientific features.

Mme. Yale's Costumes will be creations of Parisian art and worn with such charming grace that their beauty will be doubly enhanced.

Immortal Fame Won. Mme. Yale being the Creator of "Beauty Culture" as a scientific branch of education, also the discoverer of "Skin Food" and the originator of the "Yale Walk," that gives to all women exquisite style and queenly bearing, is herself by far the most interesting woman before the public; her fame immortalized. Her remarkable personal appearance, that has won the admiration of women everywhere, proves incontestibly the truth of her claim to Re-create Beauty and Re-incarnate Youth.

A select musical program will be rendered

MME. YALE. When Mme. Yale makes her appearance or the stage of the New National Theater she will present a picture of perfect woman hood and youthful, flawless beauty. Ladles bring your note hooks and opera glasses, for this "Woman Beautiful," who has donnothing else but make herself and other wo men beautiful all her life, will bear the closest scrutiny. She has honestly won the stamp nonparell.

TICKETS FREE.

NH 80M2 **

Special at the A. & P. Stores.

Iowa Peas. Special, per 71/2c.

Red Alaska

10c. Full Cream Cheese,

Main Store, cor. 7th and E n.w. Branches in all parts of the city. Stands in all markets.

Proposed to Start a Modern Department Store.

COPY OF MARSHALL FIELD'S

Up-to-Date Mercantile Methods Will Be Introduced.

CITY OF SHOPKEEPERS

Numerous Cases of Merchants Who Do Not Advertise Because They Do Not Want More Business.

BY WILLIAM E. CURTIS. Special Correspondence of The Star and the Chicago

LONDON, September 27, 1906. Harry Gordon Selfridge of Chicago has come to London to found the biggest department store in Europe, and has entered into a combination with one of the strongest houses here. The firm will be called Selfridge & Waring, Limited, and will consist of himself and several brothers belonging to an old Liverpool family who are the largest dealers in furniture. upholstery materials and housefurnishing goods in the world. They have furnished and equipped half the palaces in Europe Asia and Africa and half the big hotels. They enter into contracts to erect, furnish and equip complete, with everything necessary or desired, a palace or a hotel, an apartment house, a railway station, restaurant or a private house of any dimensions, according to the taste and means of their clients and the purpose for which the building is to be used. They will provide a complete staff of servants, they will fill the stables with horses and car-riages and automobiles and supply every-thing, even to the soap on the washstands, and fill the bookcases in the library with Oldest in the World.

Waring's is the oldest furniture house in the world. It was originally established at Liverpool centuries ago and has made many generations rich. The present family consists of six brothers and three sisters, and they are all in the firm. The original Liverpool house is kept up, and there are branches in Manchester and Paris, as well as London. They manuand there are branches in Manchester and Paris, as well as London. They manufacture a large part of the goods they sell, for which they have great factories in Lancaster. A few years ago they bought out their keenest rival, which had been running for several hundred years. Thackeray and other old English writers frequently refer to "Gillows." The business was consolidated under the firm name of "Waring & Gillows." The business was consolidated under the firm name of "Waring & Gillows." and has since taken over the building concerns of J. G. White & Co. of New York and London. So that their facilities are now complete. They have their own staff of architects, manufacturies for supplying building materials as well as furniture and finishings, and practically have everything in their own hands. They are now building a magnificent palace for one of the native princes of India, and will furnish it complete with china, silver, crystal, linen, cutiery, kitchen utensils and everything required to the very door mats.

Modern Department Store Wanted

Modern Department Store Wanted. Some time ago it occurred to these progressive gentlemen that London needed a modern department store, and for the purpose of educating themselves they visited the United States, and became acquainted with Mr. Selfridge, who was then in charge of the retail department of Marshall Field & Co., Chicago. At that time Mr. Selfridge never dreamed of removing to London, al-though at Mr. Field's request he had drawn up a plan for a large department store, and had submitted it to Mr. Field. The latter was peatly interested, but finally decided that a his time of life it was not judicious

to be taking on new responsibilities.

Inducements have been offered to several prominent Americans to establish a modern store in London on the American plan. Mr. Wanamaker has been on the point of do-ing so several times. About a year ago Mr. Selfridge was again approached by the Warings, who offered him their backing and all the capital he might need. S. J. Waring went to the United States on an inspection trip, and made a thorough study of the largest retail establishments, while Mr. Selfridge came to London and made a similar investigation here. He looked into the situation very carefully, inspected all of the large establishments, interviewed many people, not only active merchants, but those who have retired, and bankers, newspaper men, manufacturers and others who are familiar with the retail trade. He found only one opinion, which was that London offered an incomparable oppor-tunity for a modern department store on American lines, modified to meet local re-quirements. Certain conditions prevailing here are unalterable, and any person en-gaging in the retail trade must accept

A City of Shopkeepers.

London is a city of shopkeepers. The diectory shows hundreds of pages of lists of small shops, and a few moderately large ones. None of them, however, approaches the great stores of Paris not to enter into the great stores of Paris—not to enter into a comparison with those of New York and Chicago—either in extent or volume of business, or in the variety of goods offered. The largest in London is a co-operative establishment known as the Army and Navy Stores, which was founded for the bandle of the families of officers subdiers. benefit of the families of officers, soldiers and sailors; so that they could get their supplies at less than ordinary retail prices. Theoretically no one else is allowed to trade there, although any stranger can go in and buy as much as he pleases by simin and buy as much as he pleases by simply giving a number to the cierk who serves him. That number is supposed to serves him. That number is supposed to belong to some army or navy officer, who belongs to the co-operative organization, but the clerk never stops to look, it up in the books, and the public have taken advantage of that delinquency so long that it is just as easy to buy there as at any of the public establishments. Including its branches at Bombay and Calcutta, the Army and Navy Stores show a business of about \$15,000,000 a year. The largest pubbut, singularly enough, never advertises in the newspapers. The managers use post-ers, sign boards and advertisements in the street cars and on the 'buses, out never pay a dollar to a newspaper for any kind of advertising. Three or four other establishments sell up

Three or four other establishments sell up as high as \$5,000,000; a dozen or so will average \$2,500,000 a year, while perhaps twenty pay taxes on a business of \$1,000,000. It is easy to ascertain the facts in this respect, for the reason that the incomes of firms and corporations are all returned to the revenue department, and there does not seem to be any desire for concealment. The bulk of the dry goods, clothing, furnishing goods, boots and shoes, groceries, millinery and other merchandise is sold in small shops which do a business greater or less, according to their location, the size of their stock and the amount of capital.

Satisfied With Their Business.

There are thousands of dealers in the nopping district of London whose sales average \$100,000 a year, and do not care to

TRANSFERABLE EMBROIDERY DESIGNS

No. 1-Shirtwaist Front

This cut is a small reproduction of an embroidery pattern 10x15 inches. On receipt of 10 cents The Star will send the large design by mail to any address. The celpt of 10 cents The Star will send the large design by mail to any address. The pattern may be transferred to any material for embroidering by simply following the directions given below.

A new design will appear every Tuesday in The Star.

This design is intended for a shirtweight.

in either eyelet and solid or entirely solid. from Outline stitch is simple and effective if hand.

directions given below.

A new design will appear every Tuesday in The Star.

This design is intended for a shirtwaist, buttoning in the back, and may be worked in either eyelet and solid or entirely solid.

Outline stitch is simple and effective if bank or the state of the sta

combined with solid or eyelet work.

The cuffs and collar to match will appear next week. Everything shown on the min-

recommendations, they do not permit the manager to act on the initiative or do anything whatever out of the ordinary routine without consulting them. One day not long ago the manager of this particular store asked for a second telephone as absolutely necessary to carry on the business, and submitted an estimate showing that it would cost \$50 a year. After discussing the subject an entire afternoon the board of bankers, lawyers and capitalists decided by a majority vote that the second telephon

vas not necessary.
This same conservative spirit was recent ly illustrated in an establishment where it required the entire time of several men to wash the windows with stepladders sponges, hand cloths and buckets of water A brilliant intellect showed them how one man could do the work with a rubber "squegee" at the end of a pole, but the system could not be changed without permission of the board of directors.

Same Old Methods.

There is comparatively little change in he methods of doing business nowadays from those of half a century ago. Most of the large shops have elevators now, and still advertise them as a novelty. But in one of the most progressive department stores in town the other day we were told that the elevator did not start until 11

paper advertising in London. Only one or two of the big establishments ever adverise at all. One of the largest stores in had an advertisement in any newspaper since last spring. In the summer months they do not try to sell goods, and even in they do not try to sell goods, and even in the winter the merchants do not use the newspapers, and they give the extraordi-nary excuse that it would increase their business so largely that they couldn't han-dle it. Advertising solicitors tell the most remarkable tales of the explanations they remarkable tales of the explanations they receive from people of whom they solicit business and concerning the arguments that are advanced against advertising.

A solicitor who undertakes to canvass a street in the retail quarter will be told by almost every megchant he approaches that the latter does not care to advertise because he does not wish to increase his business: that he now has a very good line of ness; that he now has a very good line of customers; that it requires all of his capi-tal and time and help to handle their trade.

If he worked up new trade he would have to get a new place, increase his capital and more men, and it would not pay to do it.

The system of collections is also extraordinary. Nearly all the established merchants have hereditary patrons—familles that have dealt with them generation after generation, and always buy everything on credit. Bills are rendered only once a year. If they were sent oftener without explanation it would be considered an insult. Sometimes they are not paid then. It is a common thing for merchants to trust men of property an entire lifetime and then settle with the executor of the estate. They know the account is good, and that they will get their money eventually, and they make do it.

the account is good, and that they will get their money eventually, and they make their charges accordingly. People who buy on credit in England must expect to pay very much higher prices than those who pay in cash. Whenever you buy a bill of goods that amounts to anything and offer money in payment the clerk will hand you a receipt showing a discount "for cash" of 5, 7 or even 10 per cent. Site for a Big Store Obtained.

These conditions make London a peculiar city to trade in and invite a modern and iar city to trade in and invite a modern and progressive establishment. Hence Mr. Self-ridge decided last June that he would come here. He organized a company with a paid in capital of \$5,000,000. He secured a site at the west end of Oxford street, in the heart of the most fashionable shopping section of the city, with an area of 50,000 feet. A portion of the land was purchased outright. The remainder was leased, some of it for 100 years; and in other cases existing leases were purchased. Mr. Selfridge says that the prices of real estate are very says that the prices of real estate are very low in London compared with those in Chicago and New York. But that is largely due to the fact that city real estate is seldom sold. It is usually leased on long

average \$100,000 a year, and do not care to enlarge their trade because it would require a corresponding enlargement of their capital and capacity. There are hundreds of thousands of smaller shops scattered all over the city which supply their neighborhoods. The streets are lined with them on both sides. If you will ride about London on the top of a 'hus you can see how the retail trade is divided and scattered in that way.

Nearly all the larger establishments have passed into the hands of investors who may or may not have any knowledge of the business, but undertake to conduct it on general principles through salaried agents

be completed and stocked with goods in time for the fall trade of 1907. So far as practicable, it will be a dupli-So far as practicable, it will be a duplicate of Marshall Field's retail establishment in Chicago. Certain modifications must be made to suit the English atmosphere. All kinds of goods will be sold as in Chicago and they will be well advertised. That announcement pleases the newspaper proprietors of London immensely. They are giving Mr. Selfridge enthusiastic encouragement and support in the expectation that he will wake up the trade and compel his competitors to advertise. and compel his competitors to advertise.

A few experienced heads of departments will be brought from the United States, but Mr. Selfridge says he can get all the ordinary help he wants here at salaries very much lower than the same ability would command in the United States. A \$10,000 man in the United States would command \$6,000 here, and a \$5,000 man would be glad to command \$3,000; while the average salesman in a department store considers himself lucky if he can stay on the pay roll at \$15 or \$17.50 a week.

ENGLISH MAP MAKERS COMING

Visit to Be Made by Officers of the British Ordnance Survey. About the end of this month the geological survey will have the pleasure of welcoming some distinguished army officers who are coming over to study the map making system of the United States. They are Maj. C. F. Close and Capt. Firth of the topographic division of the British ordnance survey. The British ordnance survey about corresponds to the topograph-

ic division of the United States geological survey, and is conceded to be one of the finest organizations of its sort in the world. It makes the official maps of the British empire, and does excellent work. There are three sets of its maps in the United Kingdom, one an inch to the mile, which about corresponds to the same scale map that the United States is running all over that the United States is running all over this country. The other is six inches to the mile, and takes in all the suburban buildings and close subdivisions of the United Kingdom, and there is a third and even larger map, twenty-five inches to the mile, covering the large cities.

The survey is always keen on every improvement in map-making work, however, and the two officers coming over are going to see what this government has been doing in map compilation and map been doing in map compilation and map engraving. There is one small detail, for instance, in which the work of the United States geological survey is being followed by all of the great powers. That is in printing maps in three colors, brown for the contexts blue for the rivers and black for contours, blue for the rivers and black for contours, blue for the rivers and black for the roads and towns. These maps are a good deal easier to read than the one-color maps still issued by the ordnance survey. The plan has been adopted by the French, Swiss and German governments. The visit of the English officers was ar-

ranged for by the foreign office and the State Department. When the army officers come they will be entertained by the Army and Navy Club, and will be turned over to the War Department, the geological survey and the coast and geodetic survey, and shown all that there is to see in the map-making line, from the sort of instruments and outfits used in the field to the methods of engraving and lithographing used in the printing department. used in the printing department.

Dr. J. M. McBryde, president of the Virginia Polytechnic Institute at Blacksburg, Va., has been informed of his appointment on the Carnegie foundation, which means that he is to be given an opportunity to re-tire from active educational work and to receive a liberal pension for the remainder of his life, which pension will devolve to his wife for her life.

SIMPLE CATARRH REMEDY.

Take a Hyomei Treatment Four Times a

Hyomel has performed almost miraculous curdo just what it claims.

Until recently your physician would he carry a health-giving climate in your vest pocket and by breathing it a few minutes four times

The Hyomei treatment is simple and easy to use. It destroys all catarrh germs in the air passages and enriches and purifies the blood with ozone. When using Hyomei the air you breathe will seem like that on the mountains, high above

general principles through salaried agents and active managers.

I heard an interesting story, to illustrate, the other day how some of the big estab-

Beds,

Credit for All Washington.

Bedding, Bedwear.

A larger or better assortment of Beds and Bedwear would be hard to find. We show hundreds of beautiful patterns in Brass Beds and in Enameled Beds, trimmed with brass. We also carry a full line of all kinds of Mattresses-hair, cotton, felt, husk, &c .- and Woven Wire Springs, with wood or iron frames. We have a big stock of Comforts and Blankets at all prices, as well as Pillows and Bolsters. Our prices are as low as the lowest, and we extend all the conveniences of credit without additional

Peter Grogan,

817, 819, 821, 823 Seventh St. Between H and I-Sts.

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Boys with bicycles can obtain employment in our Messenger Department.

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Sanitary Oyster House.

LUBBOURBOURHSON SERBOURD SERBOUR

HE Finest Steamed Oysters, the best Broiled ters, the best Broiled
Live Lobster, Steaks,
Chops, Salads, &c., are
served here in the most
tempting matner. Competent
management, courteous waiters,
attractive surroundings.

1422 Pennsylvania Ave. EDWARD M. COLFORD, Prop. 'Phone M. 2141. 9 ac30-90t,28 Intrinsers are recommended as a series

Spend \$1 to Protect the Roof.

will save many dollars of expense in the future for roof repairing. Give the roof a coat of PURE OXIDE OF IRON ROOF PAINT. It's protection against as well as a cure \$1

CHAS. E. HODGKIN.

oc15-20d

Apple Honey,

521 Eleventh St. N. W. Nome Decorating.



***** Highest Purity

is our standard of Olive Oil. The oil that we handle has been tested by and found absolutely pure. We recommend it as a food and for salads. As a medicine it makes flesh and strength, keeps the bowels just right, and prevents colds. It's the Evans' Drug Store,

Thoroughly Reliable STIEFF

922-924 F ST. N.W. Full pt., 40c.; qt., 75c.

1906

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